ABSTRACT OF THE DISCLOSURE

A media printer such as, for example, a thermal transfer media printer is disclosed. In one embodiment, the printer selectively programs RFID transponders, and then embeds them into conventional on-demand printed media between the adhesive layer and the release liner. Selective configuration of each printed media sample by addition of value-adding elements may be performed independently for each media sample, under software control during processing of each media sample format print control program. An add-on mechanism is disclosed that can be operatively attached to a conventional media printer. This allows value-adding elements such as RFID transponder labels to be selectively applied at precise locations on the printed surface of on-demand printed media in connection with existing printers.

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